

Appl. No. : 09/850,263
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4B1
cont'd

selecting similar items from the table to recommend to the target user such that a determination of whether to recommend a particular similar item takes into consideration a degree to which that similar item is similar to each of the multiple items selected by the target user, as indicated by the table.

17. (Amended) A system for recommending items to users from a database of items, the system comprising:

4B2

a table that maps items from the database to sets of related items, wherein the table includes values that indicate degrees of relatedness between specific items, said values reflecting an automated analysis of historical data indicating item interests of a plurality of users; and

a computer system programmed to use the table to provide personalized item recommendations to target users, wherein the computer system generates personalized item recommendations for a target user by at least:

identifying multiple items selected by the target user, wherein the multiple items are identified without requiring the target user to explicitly rate items or explicitly create an input list of items; and

selecting related items to recommend to the target user such that a related item is selected to recommend based at least in part upon a degree to which that related item is related to each of the multiple items selected by the target user, as indicated within the table.

Please add the following new claims:

23 55. (New) A method of recommending items to users from a database of items, the method comprising:

4B3

providing a table that maps items from the database to respective sets of similar items, wherein the table includes values that indicate degrees of similarity between specific items, said values reflecting an automated analysis of historical data indicating item interests of each of a plurality of users; and

Appl. No. : 09/850,263
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using the table to provide personalized item recommendations to each of a plurality of target users, wherein the personalized item recommendations are generated for a target user in real time by at least:

identifying multiple items selected by the target user; and

selecting similar items from the table to recommend to the target user such that a determination of whether to recommend a particular similar item takes into consideration a degree to which that similar item is similar to each of the multiple items selected by the target user, as indicated by the table.

24 56. (New) The method of Claim 55, wherein identifying multiple items selected by the target user comprises identifying a set of items currently in an electronic shopping cart of the target user.

25 57. (New) The method of Claim 55, wherein identifying multiple items selected by the target user comprises accessing a purchase history to identify items previously purchased by the target user.

26 58. (New) A system for recommending items to users from a database of items, the system comprising:

a table that maps items from the database to sets of related items, wherein the table includes values that indicate degrees of relatedness between specific items, said values reflecting an automated analysis of historical data indicating item interests of a plurality of users; and

a computer system programmed to use the table to provide personalized item recommendations to target users, wherein the computer system generates personalized item recommendations for a target user in real time by at least:

identifying multiple items selected by the target user; and

selecting related items to recommend to the target user such that a related item is selected to recommend based at least in part upon a degree to which that related item is related to each of the multiple items selected by the target user, as indicated within the table.